



KNXV

**KNXV-TV  
PHOENIX****ORDER**

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Flight Dates 03/21/12-03/27/12Contract / Revision 290461 /Original Date / Revision  
03/19/12 03/19/12Advertiser Cardon / Republican / SenatAgency Media Placement TechnologBuying Contact336 Commerce Street  
Alexandria, VA 22314Product

Wil Cardon For Senate 2012

Agency Com 15%Billing ContactPO Box 288  
Alexandria, VA 22313Sales Office EWSDCSales Region NATAgency RefOrder Sep 00:20:00Estimate #Alt Order #Billing Type CashOrder Type GENERALBilling Cycle EOM/EOCBilling Calendar BROADCASTDemographic A25-54Rev Codes POL POL CANDProduct Codes PLPriority P-1Advertiser RefPrimary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

**Order Totals****Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
March 2012	15	\$12,941.25	\$15,225.00	0.00	02/27/12	03/25/12	15	\$12,941.25	\$15,225.00
April 2012	8	\$6,417.50	\$7,550.00	0.00	03/26/12	03/27/12	8	\$6,417.50	\$7,550.00
<b>Totals</b>	<b>23</b>	<b>\$19,358.75</b>	<b>\$22,775.00</b>	<b>0.00</b>					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KNXV	03/21/12	03/23/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	--111--	:30	3	\$175.00	P-3	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/19/12	03/25/12	--111--		3		\$175.00		0.00					
N 2	KNXV	03/26/12	03/27/12	M-F 11am-12pm Right This Minute	CM	11am-12pm	11-----	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 03/26/12	04/01/12	11-----		2		\$175.00		0.00					



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Contract / Revision **290461** Flight Dates **03/21/12-03/27/12**

Hiatus Dates

Original Date / Revision 03/19/12/ 03/19/12

Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon For Senate 2012** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	KNXV	03/21/12	03/23/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	--111--	:30	3	\$800.00	P-2	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/19/12	03/25/12	--111--			3			\$800.00		0.00			
N 4	KNXV	03/26/12	03/27/12	M-F 430pm-5pm Jeopardy	CM	430pm-5pm	11-----	:30	2	\$800.00	P-2	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/26/12	04/01/12	11-----			2			\$800.00		0.00			
N 5	KNXV	03/21/12	03/23/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	--1-1--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/19/12	03/25/12	--1-1--			2			\$1,200.00		0.00			
N 6	KNXV	03/21/12	03/23/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	--111--	:30	3	\$2,000.00	P-1	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/19/12	03/25/12	--111--			3			\$2,000.00		0.00			
N 7	KNXV	03/26/12	03/27/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11-----	:30	2	\$2,000.00	P-1	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/26/12	04/01/12	11-----			2			\$2,000.00		0.00			
N 8	KNXV	03/24/12	03/24/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----S-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/19/12	03/25/12	-----S-			1			\$1,500.00		0.00			
N 9	KNXV	03/21/12	03/23/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	--111--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/19/12	03/25/12	--111--			3			\$800.00		0.00			
N 10	KNXV	03/26/12	03/27/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11-----	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		03/26/12	04/01/12	11-----			2			\$800.00		0.00			

\*Tax 1 Note: Tax 0.5%.

Totals 23 \$22,775.00